PHILIP MORRIS U.S.A.

INTER - OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

To: · Mr. Rick Stirlen

Date: December 24, 1981

From: · Al Udow

Subject: · Lighter cards for fulfillment

Attached are more cards from the lighter deal from people who are expecting a gift (Thesaurus).

The count to date is:

	No.	%
Completed interviews		
Smokers	843	84
Non-smokers	155	16
	998	100

Total cards received	1,737
Completed (as above)	998
Could not find phone #	172
No such person	66
Bad number - could not reach	20
Refused interview	107
Duplicates	29
Alaska, Hawaii	16
Misc.	329

Al

Al Udow

AU/vm

cc: Cathy Gillis
Jon Zoler

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Source: https://www.industrydocuments.ucsf.edu/docs/nywm0004